

# OUTREACH GUIDE TO IMMIGRANT COMMUNITIES



We want to help City employees and departments connect with immigrant communities in Boston. For resources and brief consultations, contact: [immigrantadvancement@boston.gov](mailto:immigrantadvancement@boston.gov)

## 1. WHAT IS THE PURPOSE OF ENGAGEMENT?

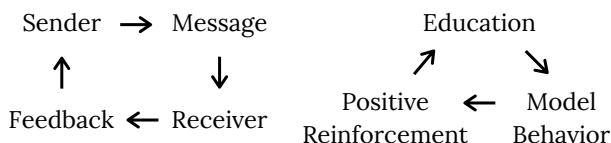
Are you looking to **inform** about City services and resources, **collect** input or feedback, or **change** attitudes and behaviors?

### INFORM

Sender → Message → Receiver

### COLLECT INPUT OR FEEDBACK

### CHANGE ATTITUDES OR BEHAVIORS



## 2. WHAT DOES SUCCESSFUL OUTREACH LOOK LIKE?

Set clear goals and expectations. Your efforts must be:

- Measurable
- Realistic
- Inclusive
- Equitable

## 3. WHO IS YOUR AUDIENCE?

- Create a detailed list of stakeholders.
  - Be as specific as possible: “Latinos” or “Asians” in Boston is too broad.
- Your efforts should consider age, ethnicity, nationality, language, and preferred communication method (oral or written).
- Write English content in plain language. It should be easy to read — this also helps with translations.
- Review Language and Communications Access data to determine translation needs (next page).
- Partner with local nonprofit organizations to connect with communities.

## 4. BARRIERS AND RESOURCES

Language, cultural, and digital literacy barriers could limit the effectiveness of your outreach.

- At a minimum, try to translate content in the top five languages of Boston:
  - Spanish
  - Haitian Creole/French
  - Chinese (Traditional and/or Simplified)
  - Cape Verdean Creole/Portuguese
  - Vietnamese
- In what ways will translated materials be disseminated?

### Departments to lean on for help:

- Office for Immigrant Advancement
- Language and Communications Access
- Office of Neighborhood Services
- Office of Public Service

## These City agencies may also help your efforts:

- Age Strong Commission
- Disabilities Commission
- BPS Office of English Learners
- Mayor’s Youth Council
- SPARK Boston
- City boards and commissions



**Remember:** You can find local partners and leverage established relationships through upcoming community events, whether online or in-person.

## 5. DELIVERING YOUR MESSAGE

Questions to consider include:

- Who is the best messenger?
- How can the message be delivered most effectively (community organizations and leaders, social media, radio and TV ads)?

## 6. WHAT TO KEEP IN MIND:

- Remember to post your information to Boston.gov and related City of Boston social media channels.
  - Email [digital@boston.gov](mailto:digital@boston.gov) for posting to the main City of Boston accounts.
- Consider using digital marketing (Facebook and Google ads) to increase your outreach.
  - Also, Facebook, WhatsApp, WeChat groups.

## Also:

- Flier at locations immigrants often visit.
  - For example, grocery stores or health clinics
- Take advantage of existing networks:
  - Immigrant-serving media
  - Adult English and other education programs
  - Places of worship
  - Consulates
  - Community colleges and universities

## 7. CHECK WITH THE EXPERTS

Share your outreach plan with City Hall staffers who are from the communities you want to connect with. They may help find gaps in your plan.



# LANGUAGE AND COMMUNICATIONS ACCESS

## CITY OF BOSTON NEIGHBORHOODS: LANGUAGE

Data Source: 2011-2015 American Community Survey, BPDA Research Division Analysis

Below lists each City of Boston neighborhood with the top languages spoken by residents with some language access need. Included are the total number of residents living in the neighborhood and those with language access need. Languages that meet the neighborhood threshold are marked with an asterisk (\*). The neighborhood threshold is met with at least 5% or 1,000 persons of the total demographic, whichever is less.

### **ALLSTON (19,301)**

Language demographic: (2,091) 11%

1. Spanish
2. Chinese
3. Russian

### **BACK BAY (17,099)**

Language demographic: (1,012) 6%

1. Spanish
2. Chinese

### **BEACON HILL (8,757)**

Language demographic: (327) 4%

1. Chinese
2. Spanish

### **BRIGHTON (45,881)**

Language demographic: (6,167) 13%

1. Chinese \*
2. Russian \*
3. Spanish \*
4. Portuguese/Cape Verdean Creole

### **CHARLESTOWN (16,463)**

Language demographic: (1,768) 11%

1. Chinese
2. Spanish

### **DORCHESTER (116,434)**

Language demographic: (24,843) 21%

1. Spanish \*
2. Vietnamese \*
3. Haitian Creole \*
4. Portuguese/Cape Verdean Creole \*
5. Chinese

### **DOWNTOWN (16,281)**

Language demographic: (3,685) 23%

1. Chinese \*
2. Spanish

### **EAST BOSTON (41,839)**

Language demographic: (19,263) 46%

1. Spanish \*
2. Arabic \*
3. Portuguese/Cape Verdean Creole
4. Chinese
5. Italian
6. Vietnamese
7. French

### **FENWAY-KENMORE (31,966)**

Language demographic: (3,167) 10%

1. Chinese \*
2. Spanish
3. Russian
4. Korean
5. Arabic

### **HYDE PARK (33,621)**

Language demographic: (5,300) 16%

1. Spanish \*
2. Haitian Creole \*

### **JAMAICA PLAIN (36,755)**

Language demographic: (4,808) 13%

1. Spanish \*
2. Chinese

### **MATTAPAN (23,078)**

Language demographic: (4,319) 19%

1. Haitian Creole \*
2. Spanish \*
3. Vietnamese
4. French
5. Portuguese/Cape Verdean Creole

### **MISSION HILL-LONGWOOD (21,481)**

Language demographic: (3,305) 15%

1. Spanish \*
2. Chinese
3. Russian
4. Korean
5. Haitian Creole
6. Hindi
7. Japanese

### **NORTH END (8,914)**

Language demographic: (422) 5%

1. Italian
2. Spanish
3. Portuguese/Cape Verdean Creole

### **ROSLINDALE (26,658)**

Language demographic: (4,261) 16%

1. Spanish \*
2. Haitian Creole \*
3. Chinese
4. Greek
5. Portuguese/Cape Verdean Creole
6. Arabic

### **WEST ROXBURY (30,331)**

Language demographic: (2,866) 9%

1. Spanish | 2. Chinese | 3. Russian | 4. Haitian Creole | 5. Arabic

### **ROXBURY (47,642)**

Language demographic: (8,772) 18%

1. Spanish \*
2. Haitian Creole \*
3. Portuguese/Cape Verdean Creole
4. Chinese

### **SOUTH BOSTON (34,179)**

Language demographic: (2,970) 9%

1. Spanish \*
2. Chinese

### **SOUTH BOSTON WATERFRONT/ FORT POINT (2,793)**

Language demographic: (256) 9%

1. German

### **SOUTH END (28,890)**

Language demographic: (4,500) 15%

1. Chinese \*
2. Spanish \*
3. Portuguese/Cape Verdean Creole

### **WEST END (5,646)**

Language demographic: (552) 10%

1. Chinese
2. Spanish
3. Japanese
4. Portuguese/Cape Verdean Creole
5. Russian

